

In the claims:

1. A method for purchasing a consumer product comprising the steps of:
 - (a) selling a consumer product in a package to a consumer at a point of purchase establishment;
 - (b) instructing the consumer to retain the package after the consumer product has been consumed; and
 - (c) providing a means for the consumer to have the package refilled with consumer product.
2. The method for purchasing a consumer product according to claim 1 wherein the consumer product is a cereal, shampoo, hair conditioner, beverage, cream or ointment, laundry detergent or fabric softener.
3. The method for purchasing a consumer product according to claim 1 wherein the consumer product is a laundry detergent or fabric softener.
4. The method for purchasing a consumer product according to claim 1 wherein the point of purchase establishment is a mini-mart, department store, club-store or supermarket.
5. The method for purchasing a consumer product according to claim 1 wherein the package is a bottle, bag, sachet or box.
6. The method for purchasing a consumer product according to claim 1 wherein the package is a bottle for carrying a laundry detergent or fabric softener.
7. The method for purchasing a consumer product according to claim 1 wherein the package is refilled a predetermined number of times, the

predetermined number of times being less than a number of times that causes stress fractures in the package.

8. The method for purchasing a consumer product according to claim 1 wherein product is a flake, granule, tablet, powder, paste, slurry or liquid.

9. The method for purchasing a consumer product according to claim 1 wherein the product is a liquid detergent or liquid fabric softener.

10. The method for purchasing a consumer product according to claim 1 wherein the package has an information device and is refilled by being placed in association with a refilling device having an information detector for reading information about the product off of the information device.

11. The method for purchasing a consumer product according to claim 1 wherein the method satisfies the formula $P_O < P_T + (P_T)_N'$

where $P_O = P_T + (P_R)_N$

P_O = original purchase price of a consumer product;

P_T = typical purchase price of a consumer product;

P_R = refill price;

N = a defined number of refills;

N' = a defined number of purchases; and

$N = N'$

and further wherein less environmental waste is generated and the consumer pays less money for the consumer product.

12. The method for purchasing a consumer product according to claim 1 wherein the product is a laundry detergent concentrate.

13. The method for purchasing a consumer product according to claim 1
wherein the product is a fabric softener concentrate.

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